

THE OPERATORS' NUMBER ONE CHOICE

# InterGame

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## CLUB MACHINES

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### Show reports

Forbes, Slovakia, ENADA, Surexpo

### Arcade Tour

Edinburgh

### Profiles

Dedem & MP Group

Astrosys International

SPECIAL ISSUES:  
HUNGARY  
SPORTS BETTING



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# BETXTECH

Offering the market an inexpensive alternative

**RECOGNISING the influence which sports betting is going to hold for the gambling industry in the future, Melcolm Copeland and Boris Ahrendt didn't just enter that sector, but did so with a business model quite different from that of anyone else.**

Their BetXTech, registered in the UK, is a spin-off of a software development business that provided software to major industry names such as Betfair. Their partnership added up to over 20 years of experience in sportsbook application development, a factor which was to give the new company a fast-track beginning.

Copeland describes BetXTech as 'a boutique software development firm.' Its function is to design and develop internet-based sports betting pari-mutual and wager processing systems. He brings to the table 14 years of e-commerce transaction



experience on both sides of the Atlantic through electronic point-of-sale systems and self-service kiosk terminals.

BetXTech develops integrated solutions for leading trading platforms, including Betfair. The big difference is that it uses betting exchange-driven data such as

betting markets and prices/odds taken from P2P platforms, instead of the more traditional bookmaking methods. This, he says, means better value to customers with broader sporting events and better odds. Even so, BetXTech offers EPOS development services to those same traditional bookmakers who would seek to use BetXTech's expertise in the self-service sports betting terminal business.

The benefits for operators are that BetXTech solutions offer packages for operators who have no bookmaking experience; it will provide betting opportunities for customers without taking risks; ownership is low-cost; it is a 100 per cent turnkey solution right down to cashier/till, terminals and odds/prices display system without running costs; and it is easy to use and manage.

**betxtech**  
BETTING EXCHANGE TECHNOLOGY SOLUTIONS

**Risk-Free Sports Betting Solutions  
for Adult Gaming Centres, Casinos,  
Bingo Halls, and Bookmakers**

- 100% NO-RISK PROFIT ON EVERY BET WIN OR LOOSE
- CUT OPERATING COST AND INCREASE TRADING MARGINS
- LIVE BETTING IN-PLAY WAGERING OPPORTUNITIES
- CONNECT TO INSTANT TRADING LIQUIDITY
- OFFER MORE THAN 6,000 SPORTS MARKETS EACH WEEK
- MULTI-CURRENCY AND MULTI-LANGUAGE SUPPORT
- EASY MARGIN MANAGEMENT FOR PROFITS ON EVERY BET
- EPOS CASHIER RUNS OUT OF BOX: NO SERVER REQUIRED
- ABILITY TO GENERATE BETTING REVENUES ON A CONTINUOUS 24/7 BASIS
- COMPATIBLE WITH ALL LEADING ELECTRONIC POINT-OF SALE DEVICES
- PERFECT FOR SPLIT PREMISE LBO OPERATIONS IN AGCs, CASINOS AND BINGO HALLS
- LOW COST OF OWNERSHIP AND NO ONGOING COST TO OPERATE
- TURN-KEY BETTING OFFICE SOLUTION INCLUDING OTC CASHIER/TILL, SELF-SERVICE KIOSK TERMINAL AND ODDS DISPLAY SYSTEM
- NO BOOKMAKING EXPERIENCE REQUIRED!



**XC-EPOS™**  
BetXTech Cashier



**XSS-EPOS™**  
BetXTech Kiosk

For more information, please visit us at stand #4080 at The International Gaming Expo, Earls Court, London, UK, 27-29 January 2009  
OR CALL: Melcom Copeland on +44 (0)20 8123 0968 TO ARRANGE A PRIVATE DEMONSTRATION